

Station	WPGH-TV PITTSBURGH, PA	Agency	() SRCP MEDIA	Rep Firm	
Advertiser	() POLITICAL		201 NORTH UNION ST, SUITE 200	Sales Office	() WASHINGTON
Product	TOM SMITH FOR SENATE		ALEXANDRIA, VA 22314	Salesperson	() KATHRYN SARDINSKY
Estimate#	325	Agency C/P1/P2/E	11/15/325		
Buyer	Betsy Vonderheid	Flight Dates	10/23/2012 - 10/29/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/23-10/29	10P-11P	NEWS	:30	\$1,000.00	TU-F,M	5	1	5	\$5,000.00
2	10/28-10/28	1P-4P	STEELERS	:30	\$20,000.00	SU	1	1	1	\$20,000.00
3	10/23-10/29	6P-630P	BIG BANG	:30	\$600.00	TU-F,M	5	1	5	\$3,000.00
Buyline Comment: ADD										

---REPORT TOTALS---

Report Totals: 11 / \$28,000.00

---SALES MONTHLY TOTALS---

Oct 12:	9 / \$26,400.00	Nov 12:	2 / \$1,600.00
Sales Totals: 11 / \$28,000.00			
Station Totals: 11 / \$28,000.00			
Lines not sent/rcld/rtrn: 0 / \$0.00			

---COMPETITIVE---

Market Totals	\$233,333	CABL	0%	KDKA	31%	UNKN	0%	WPCW	0%	WPGH	12%
		WPMY	0%	WPXI	33%	WTAE	24%				

Books	null
Demos	RA35+

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